



Fort Campbell Strong



**REQUEST FOR QUALIFICATIONS
STRATEGIC PLANNING CONSULTANT**

Proposals will be received until

February 6, 2018
4:30PM CST

This RFQ is available online at:
www.peadd.org

REQUEST FOR QUALIFICATIONS

I. General Information

Project Objective: To develop a five year strategic plan with action steps.

Issuing Organization: Fort Campbell Strong Defense Alliance, Inc.
300 Hammond Drive
Hopkinsville, KY 42240

RFQ Issued: January 23, 2018

Questions must be received by: January 30, 2018

Responses to questions: February 1, 2018

Due date for proposals: February 6, 2018

Contact: Amy Frogue, Associate Director
Amy.frogue@ky.gov
270-886-9484

II. Summary

The Fort Campbell Strong Defense Alliance, Inc. is seeking consultant services for the creation of a five year strategic plan for the organization. The project has been budgeted for \$25,000.

III. Background

Fort Campbell Strong Defense Alliance, Inc. is a 501(c)(6) nonprofit organization founded in 2017 with a mission to provide a dedicated, unified voice on matters involving Fort Campbell and the surrounding region with a primary goal to support the overall health of the region's military and defense sector through economic and workforce development activities. The Defense Alliance was the result of a collaborative planning effort that began in 2015 to define a path for economic diversification and growth in the six-county region surrounding Fort Campbell including Christian, Todd and Trigg counties in Kentucky along with Montgomery, Robertson and Stewart counties in Tennessee. A copy of the plan document can be found at <http://www.peadd.org/community-economic-development.htm>.

IV. Scope of Work & Deliverables

The Fort Campbell Strong Defense Alliance Board is seeking a consultant to lead the process of developing a five year strategic plan. The plan will articulate the Defense Alliance mission and vision, and include goals, objectives and action steps that will guide the organization for the next five years, including a projected budget for its implementation. It will include a strategy for moving forward during times of growth for both the organization and the Fort Campbell region and will develop policy tools to evaluate effectiveness.

Desired planning outcomes and deliverables:

- Clarity on our identity, purpose, and what outcomes we are trying to achieve. We need to have a long term perspective and be positioned to respond quickly to opportunities.
- Positioned for effective engagement with external partners (federal and state agencies, cities, counties, local organizations) and the public; establishment of tools for communicating the role, purpose and organizational goals of the Defense Alliance.
- Define an evaluation plan and criteria for Board to evaluate Executive Director.
- Measurable outcome objectives. Tools developed to evaluate whether we are making progress toward achieving organizational goals.

V. Guidelines for Proposal Requirements and Content

Please provide a brief proposal outlining your approach and concept for the project, including your use of the funds budgeted for this project and how you will utilize Fort Campbell Strong staff and engage our Board of Directors in the planning process.

The proposal statement of work should be presented in a conceptual, high-level format with the understanding that the actual scope of work will be refined after consultant selection. Fort Campbell Strong staff and Executive Committee will work with the selected consultant to design the strategic planning process that aligns with staff and Board resource and time constraints.

Specific Proposal Content Requirements

- Name of firm
- Name and contact information for the consultant(s)
- Description of experience and qualifications
- Indication of availability during project period and timeline for completion
- Statement of work; brief response on approach to the project scope
- Cost proposal, including hourly rate structure and additional fees that might be charged
- At least three (3) references

Proposals can be submitted via hard copy or electronically before the specified due date. If the proposal is submitted by via email, a confirmation of receipt will be sent. Please submit proposals as follows:

Hard Copy

Fort Campbell Strong Defense Alliance Strategic Plan
Attn: CSM (RET) Rory Malloy, Executive Director
300 Hammond Drive
Hopkinsville, KY 42240

Electronic Submission

Fort Campbell Strong Defense Alliance Strategic Plan

Copy both: campbellstrongexecdirector@gmail.com; amy.frogue@ky.gov

VI. Proposal Review and Assessment

Consultants will be evaluated on the following criteria:

- Quality of proposed statement of work (5 points)
- Relevant experience and qualifications (5 points)
- Availability during project period (3 points)
- Competitiveness of cost proposal (2 points)

VII. Additional Information

All questions should be submitted in writing in accordance with the timeline identified above to the following:

CSM (RET) Rory Malloy, Executive Director
Fort Campbell Strong Defense Alliance, Inc.
Email: campbellstrongexecdirector@gmail.com

Amy Frogue, Associate Director
Pennyrile Area Development District
Email: amy.frogue@ky.gov

Fort Campbell Strong Defense Alliance, Inc. is an Equal Opportunity Employer.